

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

Serial Number	10/809,630
Confirmation Number	7478
Filing Date	03/24 2004
Title of Application	Targeted Advertising in Conjunction with On-Demand Media Content
First Named Inventor	Daniel Danker
Assignee	Microsoft Corporation
Group Art Unit	2623
Examiner	Joshua Taylor
Attorney Docket Number	MS1-1879US
Nature of the Office Communication to which this is responding	Non-Final Office Action
Date of the Office Communication	05/27/2008
Nature of this Document	Response to Non-Final Office Action

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